PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

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TO: Jim Scully DATE: January 17, 1990

FROM: Karen Eisen

SUBJECT: Next/Merit De-Nic Test Market Telephone Tracking

Attached are updated tables summarizing the results of consumer telephone tracking for Next De-Nic (week 25) and Merit De-Nic (week 21) in test market. Awareness, trial and purchase measures remain at the same levels reported previously.

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